RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 20, 1998

RJR Account #431520
MOHAWK

JULY: WINSTON $1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Finkle Distributors will ship 8 packed *WINSTON $1.00 OFF 2-PACKS DISPLAYS* (Item #542810) for you to ship to your participating retail accounts. ***(Note: This is not 'pre-sleeved' product.)*** All additional pertinent promotional information is listed below:

Brand Styles: Winston Box / Winston Light Box / Winston Ultra Light Box

Product / Premium @ Finkle:	**June 29, 1998**
Ship Date to Retail:	**Week of: July 13, 1998**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	WIN_JUL_$1/2_PKS

Promotion Description:
SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions'

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162303
L. E. MacWilliams
Encl: Retail Customer List
Wholesaler Packing Instructions
Winston Flyer

JULWIN-1.DOC

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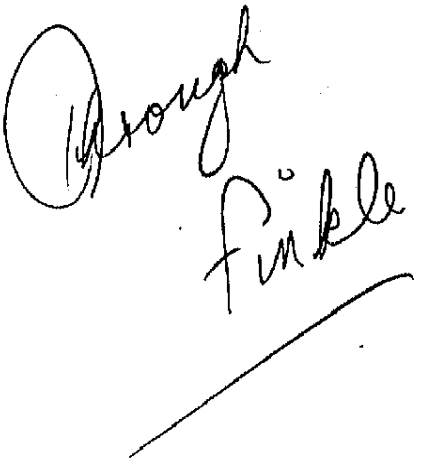
Source: https://www.industrydocuments.ucsf.edu/docs/ykpy0000

WHOLESALER : 431520 MOHAWK CANDY & TOB. CO., INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL $1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162303	162322	130750	VALLEY MINI MART	ROUTE 5 S	AMSTERDAM	NY	12010	1				(518)843-4808
162303	162322	786119	MAIN ST MINI MART	313 E MAIN ST	AMSTERDAM	NY	12010	1				
162303	162322	177172	MOHAWK DAIRY STORE	260 FOREST AVE	AMSTERDAM	NY	12010	1				(518)842-4940
162303		471890	MENDETTAS MINI MART	109 FULTON STREET	GLOVERSVILLE	NY	12078	1				(518)725-7475
162303		767846	PIC N TOTEM	165 W MAIN ST	AMSTERDAM	NY	12010	1				(518)842-7847
162303	162322	368182	WEST END MOBILE MAR	369 W MAIN ST	AMSTERDAM	NY	12010	1				(518)843-6474
162303	162322	586053	BILLS BEVERAGE	261 E MAIN ST	AMSTERDAM	NY	12010	2				(518)842-7050

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 8

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 8



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WHOLESALER PACKING INSTRUCTIONS

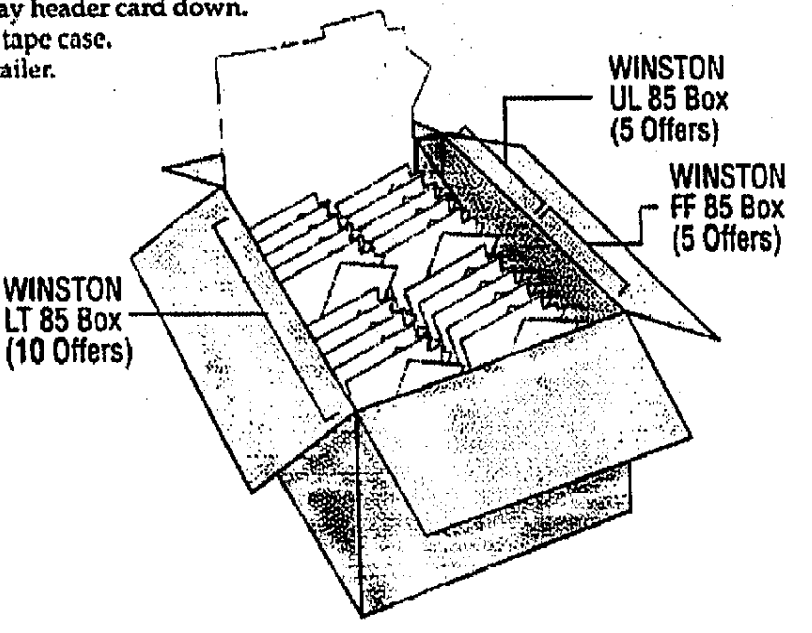
VALUE ADDED PROMOTION | **3RD QTR.'98**

July Winston $1 OFF 2 Packs

(Winston Buy 2 Packs Get $1 Off)

STEPS

1. Open WINSTON $1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. *(10 sleeves will be marked WINSTON LT 85 Box. 5 sleeves will be marked WINSTON UL 85 Box. 5 sleeves will be marked WINSTON FF 85 box.)* DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL $1/2 PKS

Brand Style	Box	LT Box	ULT LT Box			
Number of Cartons	1	2	1			

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